weighted average retail prices

	full price 80/85s	full price 100's	price value 80/85s	price value 100's	conven 25's 80/85s	pv 25's 80/85s	pv 25's 100's	weighted retail price	coupon cost per pack**	retail pr w/o coupons	% chg vs. yr ago	% chg based on price elasticity
1980								$0.63		$0.63		
1981								$0.67		$0.67	5.60%	-1.52%
1982								$0.74		$0.74	10.74%	-2.81%
1983								$0.86		$0.86	16.92%	-4.28%
1984	$0.88	$0.89	$0.66	$0.68	$0.88	$0.88	$0.89	$0.88	$0.00	$0.88	2.34%	-0.64%
1985	$0.93	$0.95	$0.68	$0.70	$0.92	$0.92	$0.94	$0.92	$0.0106	$0.91	3.22%	-0.88%
1986	$1.00	$1.02	$0.74	$0.75	$1.00	$0.98	$1.01	$0.99	$0.0147	$0.97	6.90%	-1.85%
1987	$1.07	$1.10	$0.81	$0.83	$1.07	$1.07	$1.09	$1.06	$0.0187	$1.04	6.72%	-1.80%
1988	$1.17	$1.19	$0.92	$0.94	$1.16	$1.16	$1.19	$1.154	$0.0246	$1.13	8.54%	-2.27%
	$1.31	$1.34	$1.08	$1.10	$1.31	$1.29	$1.32	$1.29	$0.0246	($1.27)	12.31%	-3.20%

**assume 1989 coupon cost=1988 cost

	$0.40			
	$0.50	25.00%	-6.06%	

BASE CASE

.45

.04

.05

0.2

1.13

.02/oz

.12/pk

2045378308